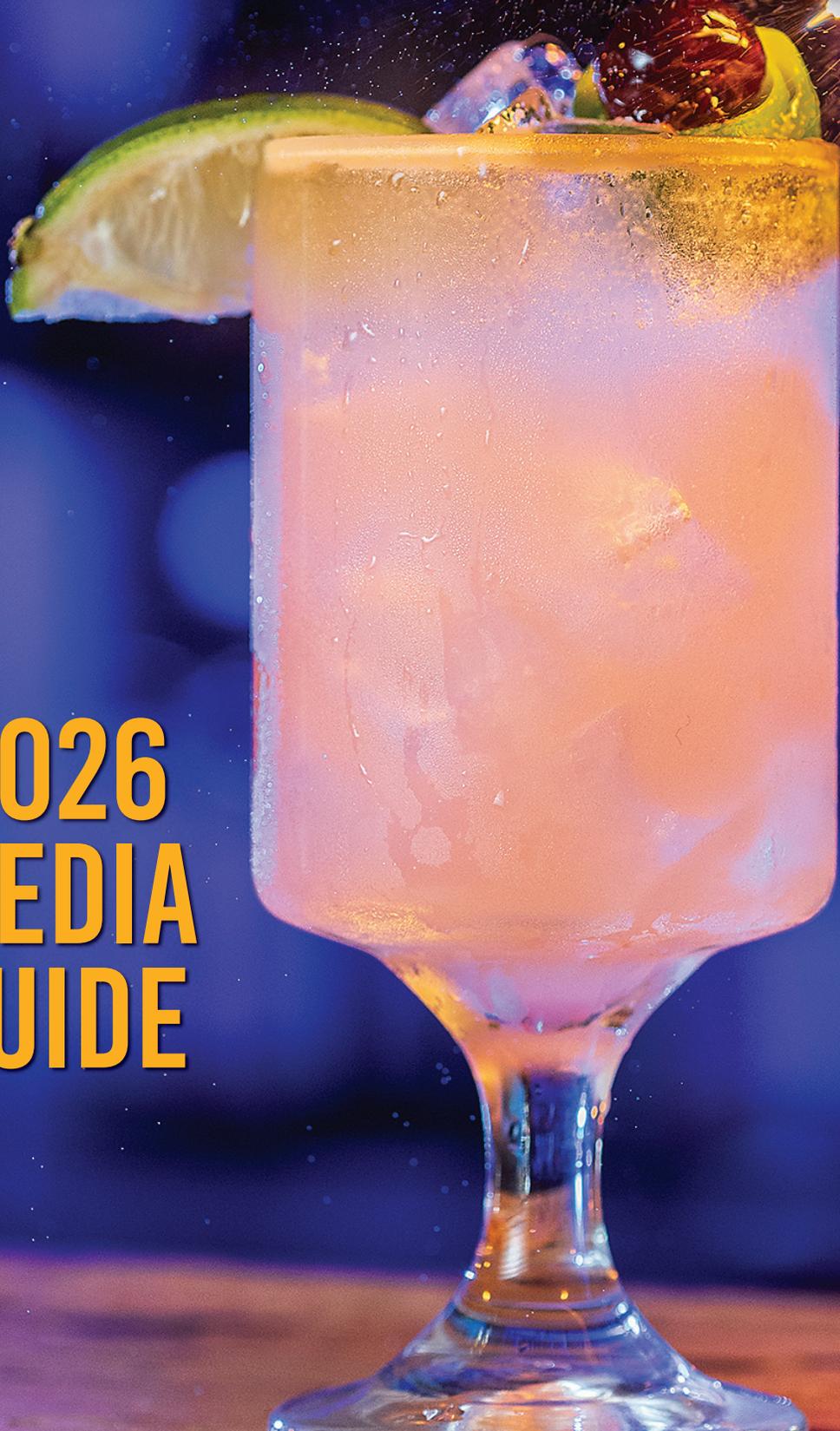
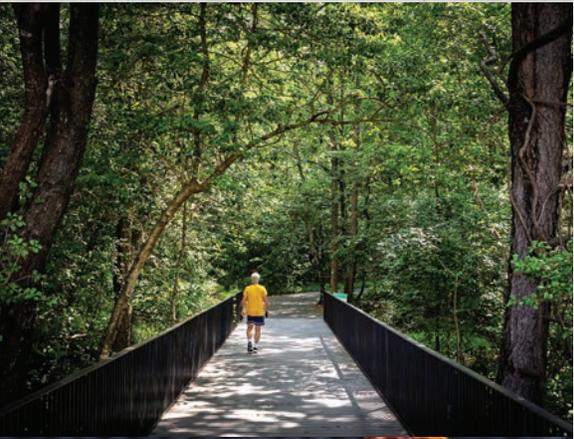


MAIN & BROAD

The Heart + Soul of Holly Springs and Fuquay-Varina



**2026
MEDIA
GUIDE**



DEMOGRAPHICS & DISTRIBUTION

in Holly Springs and Fuquay-Varina

\$572,000-\$650,000

Average Home Value

88%

of Holly Springs families own their homes, the highest rate of home ownership in Wake County.

\$152,000

Median household income

98%

Pickup Rate

94,991

Combined population

Median age

39 YEARS OLD

Record setting

26%

combined growth in Fuquay-Varina 2024 vs 2020

60%

of residents have a bachelor's degree or higher.

**FREE!
TAKE ONE!**

60,000

readers per issue

Direct mail to businesses and residents

Free pickup at 70+ locations such as Harris Teeter, Food Lion, NC Farmers Market, area chambers of commerce, restaurants, local shopping centers & public libraries.

Plus
DIGITAL EDITION

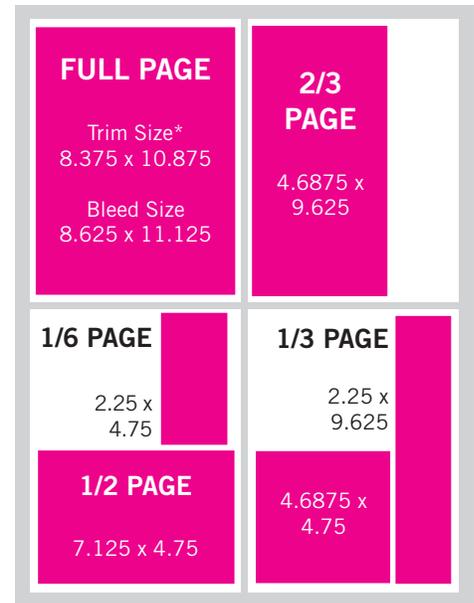
available online & emailed to more than

46,000

recipients

2026 RATES & SPECS

Ad Size	1X	3X	6X
Full Page	\$2,100	\$1,975	\$1,815
2/3 Page	\$1,365	\$1,285	\$1,180
1/2 Page	\$1,165	\$1,095	\$1,005
1/3 Page	\$735	\$690	\$635
1/6 Page	\$425	\$395	\$360



*All full-page ads must be submitted at bleed size.



ASK ABOUT A COMBINED RATE DISCOUNT WITH OUR SISTER PUBLICATIONS.

Reach more Wake County residents by placing your advertisement in all of Cherokee Media Group's family of brands: Cary Magazine, Wake Living, and LookWest.

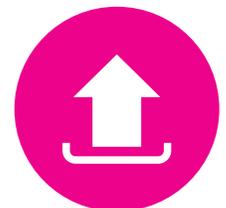
FILE SPECIFICATIONS

Ads must be submitted as a high-resolution (300 dpi), CMYK Adobe PDF (exported using the PDF/X-1a:2001 setting) or a high-resolution TIFF.

All full-page ads must be submitted at bleed size. Keep live matter 0.375" from all sides that bleed, 0.25" from trim.

All images must be saved as CMYK at 300 dpi. **No spot colors, RGB, LAB, or INDEX color elements; these must be converted for publication.** If color is critical, a certified color accurate proof can be submitted. We cannot be responsible for color variations and quality on files submitted not following these guidelines.

No advertisements may be canceled after the published deadline dates. All finished art is due on or before the material deadline.



UPLOAD ALL ADS
AND ARTWORK
HERE

EDITORIAL CALENDAR

In EVERY ISSUE

MEET & GREET,
THERE & BACK,
RISE & DINE
DINING GUIDE,
FUQUAY-VARINA
MEMES & MORE

JAN/FEB

AD SPACE: 12/3
AD MATERIALS DUE: 12/5
CAMERA READY: 12/9

Travel & Outdoors

Whether it's a quick getaway or a dream destination, our travel Issue inspires readers to explore near and far. Featuring regional escapes, insider itineraries, and travel tips from locals in the know, it's all about discovering new adventures close to home and beyond.

SPECIAL SECTIONS: The Getaway Guide

MARCH/APRIL

AD SPACE: 2/2
AD MATERIALS DUE: 2/5
CAMERA READY: 2/9

2026 Maggy Awards

Celebrate the community's favorites with the 2026 Maggy Award winners, showcasing the very best of Holly Springs and Fuquay-Varina as voted by our readers, where local excellence shines and hometown pride takes center stage.

MAY/JUNE

AD SPACE: 4/6
AD MATERIALS DUE: 4/9
CAMERA READY: 4/13

Summer Fun

Make the most of the season with ideas for family adventures, outdoor events, and local activities for people. From festivals to hidden swimming spots, it's your guide to summer in full swing.

JULY/AUG

AD SPACE: 6/1
AD MATERIALS DUE: 6/3
CAMERA READY: 6/8

The Food Issue

Need we say more? This deliciously local edition celebrates the people and places that define our culinary scene. From new restaurants and hidden gems to longtime favorites, we savor the flavors that make dining in Southwestern Wake so exceptional.

SPECIAL SECTIONS: Foodie Favorites

LOOKWEST

AD SPACE: 6/30
AD MATERIALS DUE: 7/2
CAMERA READY: 7/6

Annual Relocation Guide

See page 5 to find out how to better connect with area newcomers!

SEP/OCT

AD SPACE: 8/3
AD MATERIALS DUE: 8/5
CAMERA READY: 8/10

Homes & Interiors

Highlighting the latest design trends, inspired renovations, and creative ways locals are redefining home living. From standout builders and designers to spaces that reflect the area's signature blend of comfort and sophistication, this issue offers readers fresh ideas and beautiful inspiration for every corner of their home.

SPECIAL SECTIONS: Luxury Living, The Originals

NOV/DEC

AD SPACE: 10/5
AD MATERIALS DUE: 10/7
CAMERA READY: 10/12

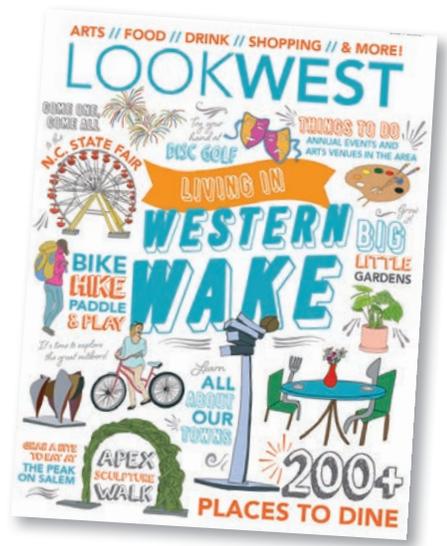
Holidays & Health

From festive gatherings to meaningful gifts, our Holiday Issue, featuring the annual Holiday Gift Guide, celebrates the spirit of the season close to home. Readers will discover inspiration for entertaining, decorating, and giving, with curated local finds and timeless traditions that make the holidays shine.

SPECIAL SECTIONS: Holiday Gift Guide, Premier Practices

LOOKWEST: ANNUAL RELOCATION GUIDE

In *LookWest*, readers can discover all that Western Wake County has to offer, whether they are thinking about settling here, new arrivals, or longtime residents. This special interest publication includes an overview of the five vibrant towns in Western Wake, a taste of the restaurant scene, activities, and events. Published each summer by *Main & Broad* and *Cary Magazine*, *LookWest* is mailed to potential transplants to the area, and also distributed via local real estate agents and new communities and developments, as well as C-Suite HR Managers. It is available at area travel destinations and events, hotels, and all five Chambers of Commerce.



WESTERN WAKE

LIVE CONNECTED, LIVE WELL IN
morrisville

attractions

THE HISTORY OF MORRISVILLE

attractions

TOWN PROFILES

GROWTH AND THE GOOD LIFE IN
holly springs

attractions

ABOUT OUR TOWNS

Zest

Sushi & Small Plates

COMMUNITY COVERAGE

ANNUAL EVENTS

There's always something going on in Western Wake. These annual events and festivals bring people out to enjoy the music, enjoy great food, and celebrate the community.

Please check websites for the most up-to-date event information.

JANUARY

WALKWAY

WALKWAY RESTAURANT WEEK

FEBRUARY

EVERY CHAIR CHALLENGE

MARCH

WALKWAY RESTAURANT WEEK

APRIL

SPRING FUNDS

MAY

WALKWAY RESTAURANT WEEK

JUNE

AMERICAN SOCIETY FESTIVAL

JULY

WALKWAY RESTAURANT WEEK

AUGUST

WALKWAY RESTAURANT WEEK

SEPTEMBER

WALKWAY RESTAURANT WEEK

OCTOBER

WALKWAY RESTAURANT WEEK

ANNUAL EVENTS LISTING

ORTHODONTICS

A FOCUS ON FINISHING TOUCHES

BOVENZER & BAKER ORTHODONTICS

SKIN CARE

CARE PLASTIC SURGERY

MAKING THE TRIANGLE BEAUTIFUL SINCE 2008

MEET THE EXPERTS SPECIAL ADVERTISING SECTION

DIGITAL MEDIA

MAINANDBROADMAG.COM

Find all of the content from each issue and e-newsletter online, as well as additional features, contests, and videos. Nominations and voting for the popular Maggy Awards: Best of *Main & Broad* are also conducted on mainandbroadmag.com.

ADVERTISING INFORMATION

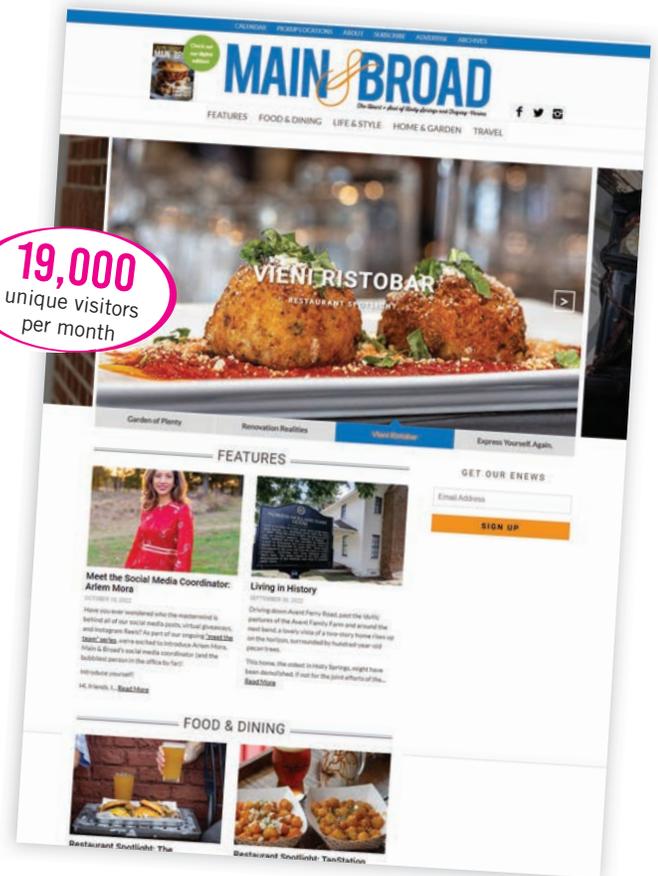
SIZE: Leaderboard — 728x90 & 320x50 **RATE:** \$600/month
SIZE: Medium Rectangle — 300x250 **RATE:** \$400/month

DIGITAL FILE SPECIFICATIONS

Mainandbroadmag.com accepts the following file types: **jpg, gif** — **animated or static, swf or external server tags**. Rich Media also accepted.

The recommended file size is 40 KB.
 Files may be no larger than **1 MB**.

19,000
 unique visitors
 per month



MAIN & BROAD E-NEWSLETTERS

Main & Broad publishes a bimonthly e-newsletter with more than 46,000 subscribers. Newsletter topics include restaurants, shopping, and social and community events.

ADVERTISING INFORMATION

SIZE: Leaderboard **RATE:** \$750/month
 580x72 \$500/month

DIGITAL FILE SPECIFICATIONS

Main & Broad e-newsletter ads accept the following file types: **jpg, gif** — **animated or static**.

The recommended file size is 40 KB.
 Files may be no larger than **700 KB**.

LET'S
 GET
 Social!

#mainandbroad #mbmagazine



@mbmagazinenc
 @mbmagazinenc

SPONSORED CONTENT

Appears natively within our bi-weekly eNewsletter as one of our featured articles and links to a full-length contributed story on mainandbroadmag.com, where it remains live for one full year. Each sponsored article includes backlinks to your website and optimized keywords to boost SEO, helping your brand gain longterm visibility, credibility, and search performance well beyond the initial send.

\$5,000 per article

DIGITAL MEDIA

CUSTOM EMAIL MARKETING

Main & Broad can create custom advertising emails to be delivered to our more than 58,400 subscribers. Custom emails are an effective and timely alternative to traditional direct mail marketing.

\$850 per email

Specs: 1200 pixels wide by desired length.

SPONSORED SOCIAL MEDIA POST

Reach engaged *Main & Broad* followers across Facebook and Instagram with a custom post created in collaboration with *Main & Broad's* social media manager. Together, we'll craft eye-catching content that aligns with your brand voice and drives engagement — whether you're promoting an event, spotlighting a product, or sharing your story with our loyal audience. This exclusive opportunity allows your business to tap into our trusted platforms, gain authentic exposure, and connect directly with the community that matters most.

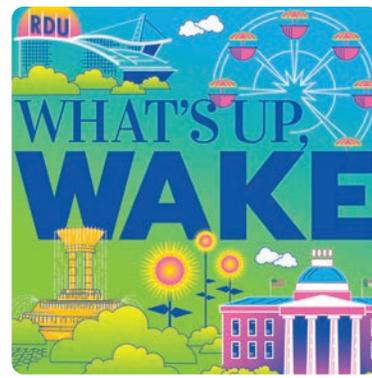
\$300 per post

DIGITAL AUDIENCE EXTENSION

Expand your reach beyond our pages and platforms with Digital Audience Extensions that target *Main & Broad* readers wherever they are — across the internet, social media, streaming platforms, and more. Using curated geographic and demographic data, we deliver your message directly to consumers who match your ideal customer profile. Whether your goal is awareness, engagement, or conversions, our digital solutions ensure your campaign connects with the right audience at the right time. Contact your account executive for more information and to create a package tailored to meet your needs.



PODCAST



Each new 30-minute episode is promoted to over 60,000 newsletter subscribers and 35,000+ social media followers, ensuring strong visibility throughout the community.

Discover the stories behind the stories. From the publisher of Cary Magazine, Wake Living, and Main & Broad, the What's Up, Wake podcast brings you closer to the people, places, and passions shaping Wake County. From local leaders and creators to hidden gems and hot topics, host Melissa Wistehuff takes you deeper into the heart of our community — one conversation at a time.

Reach a highly engaged local audience weekly by advertising on What's Up, Wake. Plus, with episodes available on all major streaming services, your message will travel far and wide with every listen.



PRESENTING SPONSOR — \$1,000 per month (limit 1 per month)

As the presenting sponsor, your company gains premium exposure with name recognition in every episode intro and a dedicated 30-second mid-roll message. It's a powerful way to align your brand with trusted local content and build lasting connections with listeners. Additionally, Reach over 60,000 engaged, opted-in subscribers with a 580x72 banner ad in Thursday's What's Up, Wake newsletter—complete with a click-through call to action that drives traffic straight to your business. It's a direct, eye-catching way to get your brand in front of a highly targeted local audience.



30 SECOND MID-ROLL — \$750 (limit 3 per month)

These messages place your brand directly in front of a highly engaged, loyal audience during peak attention. Reach over 60,000 engaged, opted-in subscribers with a 580x72 banner ad in Thursday's What's Up, Wake newsletter—complete with a click-through call to action that drives traffic straight to your business. It's a direct, eye-catching way to get your brand in front of a highly targeted local audience. Mid-roll ads typically perform better than pre- or post-rolls, leading to higher recall and conversion rates.



15-SECOND PRE-ROLL — \$500 per month (limit 2 per month)

Put your brand front and center, capturing listeners' attention before the episode begins — when engagement is at its highest. It's a quick, impactful way to boost brand awareness and drive action to a loyal audience.



15-SECOND POST-ROLL — \$300 per month (limit 1 per month)

A post-roll message captures listeners who stay until the end, signaling high engagement and loyalty. It's a cost-effective way to reinforce your brand without competing for attention during the main content.



CUSTOM SPONSORED PODCAST — \$1,500

Sponsored podcasts allow your brand to naturally integrate into the storytelling, creating an authentic and immersive experience for listeners. You'll collaborate directly with host Melissa Whistehuff to craft content that aligns perfectly with our audience's interests and tone. This builds trust, deepens engagement, and ensures your message resonates in a meaningful, lasting way.

DEMOGRAPHICS

55%
FEMALE

45%
MALE

81%
AGES 35-59

OVER
5,000
DOWNLOADS!



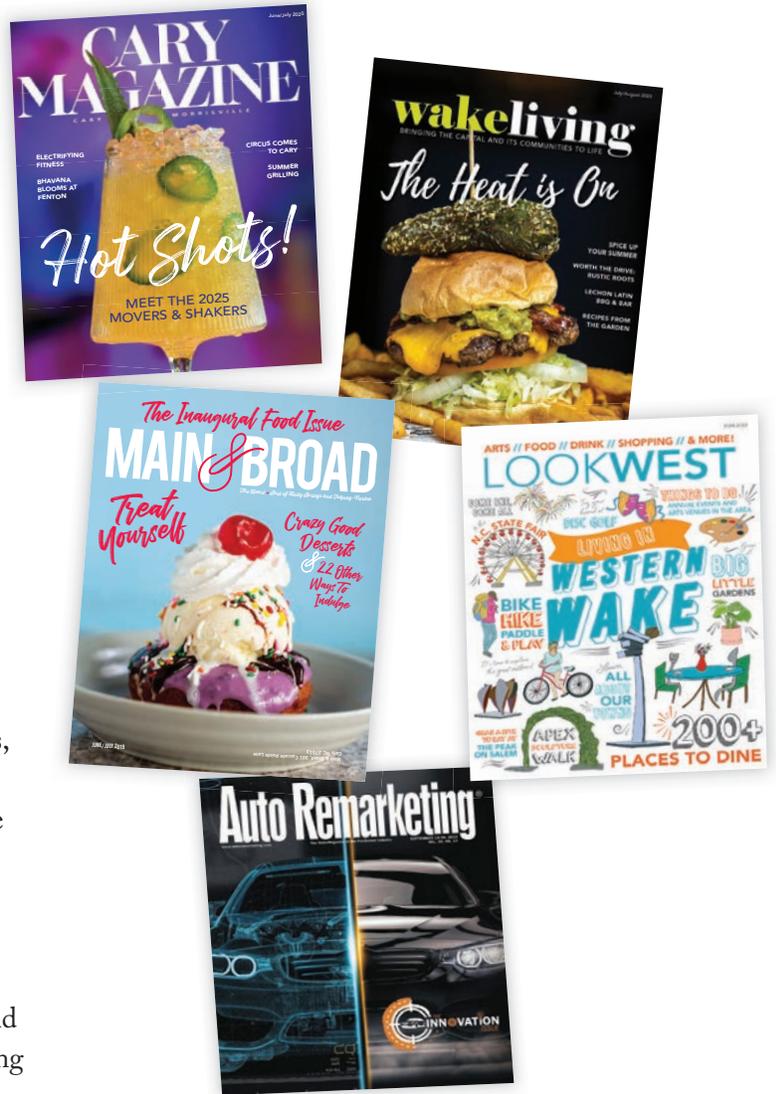
580x72

ABOUT US

CHEROKEE MEDIA GROUP



Main & Broad is part of Cherokee Media Group, a division of S&A Cherokee, an award-winning publishing and communications company based in Cary, North Carolina. Together with its sister company, S&A Communications, the organization offers a full spectrum of marketing, public relations, digital, and publishing services. Cherokee Media Group produces a family of respected local lifestyle titles — including *Cary Magazine*, *Wake Living*, *Main & Broad*, and *LookWest* — each dedicated to celebrating community, culture, and connection across Wake County and beyond. With decades of experience and deep local roots, S&A Cherokee and S&A Communications combine creative storytelling with strategic expertise to help brands inform, inspire, and grow.



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